

(12) UK Patent Application (19) GB (11) 2 356 319 (13) A

(43) Date of A Publication 16.05.2001

(21) Application No 9926294.1

(22) Date of Filing 05.11.1999

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(51) INT CL⁷
H04N 7/088

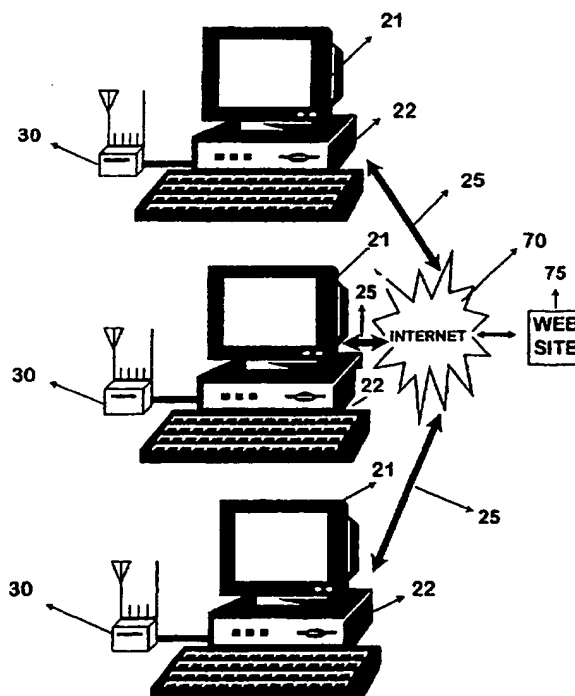
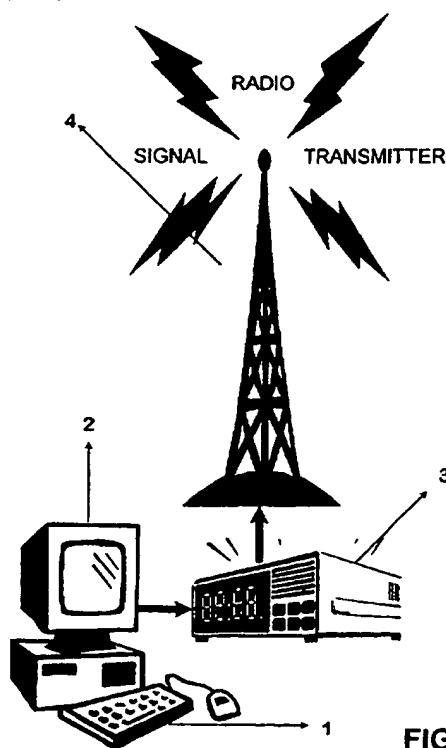
(52) UK CL (Edition S)
H4L LRAX L209

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(58) Field of Search
UK CL (Edition R) H4L LDA LDLS LDLX , H4P PPG
INT CL⁷ H04N 5/445 7/088
Online: WPI, JAPIO, EPODOC

(54) Abstract Title
Transmission of web address data in a radio frequency signal

(57) A predetermined web site address is embedded in a transmitted radio frequency signal which is subsequently received, decoded and forwarded to a computer to provide access to the site via the internet. The radio frequency signal may be a broadcast television or radio programme received from a satellite, the internet or cable. The arrangement allows easier access to a web site referred to in a programme. A smart card may be provided to access the site address data.



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